

The Community Profile reflects the current demographic and socioeconomic characteristics of the community. One important component of this plan element is the population projections to the Year 2020. This information is essential for planning Kerrville's growth potential and scale of future development. The Community Profile focuses on two areas with discussion and charts:

1. The Profile summarizes the local conditions and the characteristics of Kerrville and Kerr County. It includes data and estimates for the City's population, age, income, education, employment, poverty and ethnicity compared to the county and the State.
2. Finally, the Profile compares Kerrville to its regional and state setting, with historical and local features on location, terrain, economics, climate and geology.

Detailed data tables appear in a supplemental report, called the Resource Book, to the Comprehensive Plan.

Summary of Demographic Data

The Community Profile utilizes 1990 and 2000 census data as available. The City of Kerrville will continue to update the demographic and socioeconomic aspects of this Comprehensive Plan once the remaining statistics of the 2000 U.S. Census become available.

Key indicators for Kerrville include:

- A decline in the importance of agriculture – the number of related jobs is stagnant.
- Continued growth in "retirees" – the population age 65 and over accounts for 36 percent of the total population growth between 1970 and 1990, and is three times the state average.
- A strong increase in health services jobs – due both to increased longevity and increased numbers of elderly; health services jobs are three times the state average.
- Growth in per capita income matches the state average, for first time since 1960.
- An increasing share of population growth occurring in the county rather than within the Kerrville city limits.

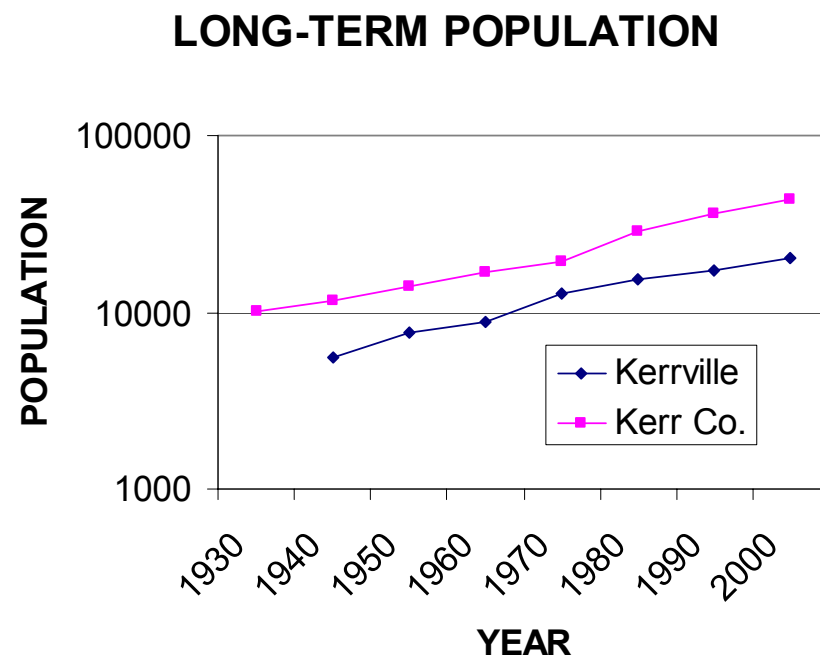


Based on Census data, the typical Kerrville resident can be categorized as middle aged or of retired age, middle income, white and a homeowner.

Historical Population Change

To have a realistic sense of how a community will grow and to adequately plan for that growth, it is essential to understand past and current population characteristics and trends. Historical population growth for Kerrville and Kerr County is displayed in **Figure 2.1, Historical Population Trend**.

FIGURE 2.1
Historical Population Trend
Kerrville Comprehensive Plan
Kerrville, Texas



Kerrville has experienced consistent population growth since the first population statistics were available in 1940. Since that time the City's population has nearly quadrupled. The decades 1940-1970 showed the greatest increase, when the population of the city more than doubled. From 1970 to 1990, the City's population increased by 62 percent. From 1990 to 2000, the City grew to 20,425, an increase of 17.5 percent.



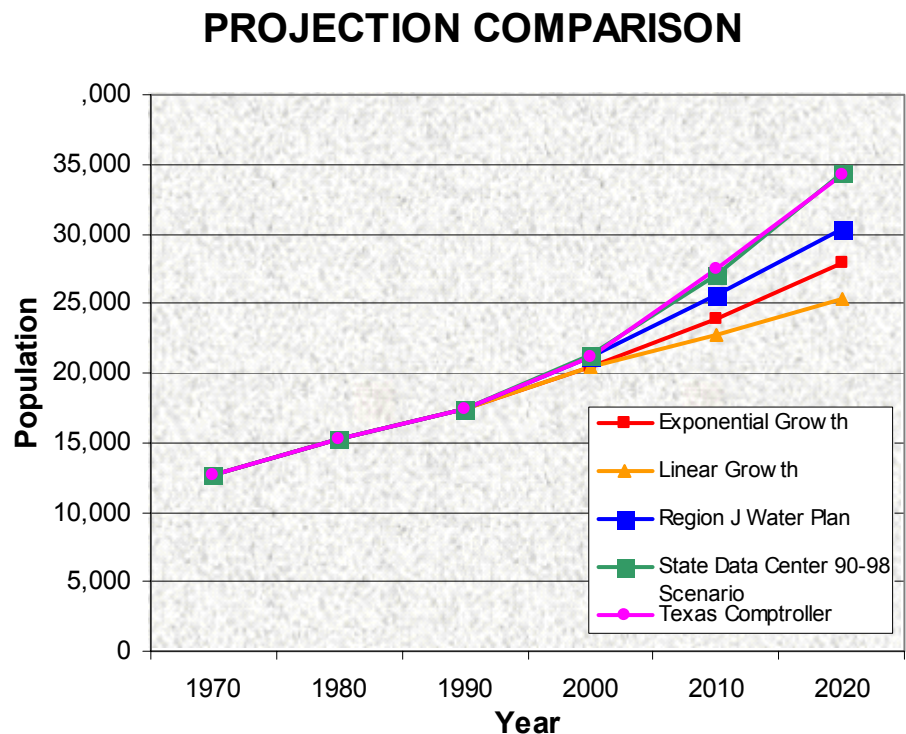
Kerrville's percentage share of the countywide population peaked in the 1970 Census, when 65.1 percent of the county population resided in the City. Today, 46.8 percent of the county population resides in Kerrville. Between 1970 and 1980 the county population grew by 9,326, a dramatic increase of 47.9 percent. In the past three decades, population growth in the county has outpaced that of Kerrville. Ingram's population is 3.0 percent of the county total. The remaining countywide population of 21,488 is dispersed over a large area in fairly rural settings.

Population Projections

The Comprehensive Plan Advisory Committee (CPAC) utilized two population projection techniques to forecast Kerrville's population to the year 2020. The projections indicate the 2020 population of Kerrville may range from 25,318 residents (least squares) to 27,966 residents (exponential curve). The CPAC also considered projections from the Region J Water Plan and the Texas State Data Center. The Water Plan projection is somewhat higher, at 30,425 residents in 2020. Calculations based on the most aggressive county-level population projections developed by the Texas State Data Center (TSDC) produced an even higher 2020 projection of 34,353 individuals. Similar calculations using yet another set of county-level projections maintained by the Texas State Comptroller of Public Accounts yielded a 2020 projection of 34,173 persons. The various projections appear in **Figure 2.2, Kerrville Population Projections.**

For purposes of the Comprehensive Plan, the projections of choice were the "exponential curve" and the "least squares curve." Linear

FIGURE 2.2
Kerrville Population Projections
Kerrville Comprehensive Plan
Kerrville, Texas





projections, using the least squares curve approach, involve the graphical projection of historical trends into the future. Exponential curves identify an average growth rate, or percentage, experienced in the past and use this average to calculate future growth. Least squares curves identify historical trends in absolute growth (as opposed to percentages) and project them to a point in the future.

The exponential curve reflects the most logical results, based on current growth patterns in Kerrville and the county. The linear curve produces a lower result that should be considered a moderate growth scenario.

The numbers from the Region J Water Plan, State Data Center and State Comptroller's Office provide the highest growth projections for Kerrville. Projections developed for water planning purposes are expected to be on the high end since more aggressive growth rates must be assumed to ensure that future water supply does not fall short of demand. Regarding the State Data Center projections, the TSDC actually maintains four alternative sets of long-range projections through 2030 for the entire state and individual counties based upon differing net migration assumptions. The first three projection scenarios are based on actual net migration patterns from 1980 to 1990, which are then adjusted to reflect expected future population trends. These scenarios range from most to least conservative and are known as Zero Migration (0.0), One-Half 1980-1990 Migration (0.5), and Full 1980-1990 Migration (1.0). The fourth and least conservative scenario, 1990-98 Migration (90-98), is derived from more recent migration trends from 1990 to 1998, which was a period of sustained economic growth in Texas and nationwide.

The four TSDC scenarios yield 2020 projections for Kerr County of 36,995 (0.0), 45,257 (0.5), 53,652 (1.0), and 73,404 (90-98) persons. For comparison purposes, the county-level numbers can be "stepped down" to the city level by applying Kerrville's current percentage share of the total county population, which was 46.8 percent in 2000. The result is city-level projections ranging from a low of 17,314 (0.0) persons to a high of 34,353 (90-98) persons. The 46.8 percent share was also applied to the State Comptroller's county projection for 2020 (73,019) to arrive at a 2020 Kerrville projection of 34,173.

One factor that would favor the lower projections (based on local historical trends) versus the "top-down" state-level projections is the clear and steady decline in Kerrville's share of the countywide population in recent decades given more dispersed development activity. If this trend continues, then the City will capture an increasingly smaller share of the overall population growth in Kerr County.



Caution should be observed when using any population estimate or projection. Physical, social and economic phenomena over the next 20 years will influence the actual population growth pattern. These projections serve as guides for the City's comprehensive planning efforts.

For purposes of this Comprehensive Plan, it is assumed that the base-year 2000 population of 20,425 persons will increase to approximately 28,000 residents in Kerrville in 2020. This would represent an increase of approximately 7,500 persons, which translates into 37 percent growth in population over the 20-year horizon of the Comprehensive Plan.

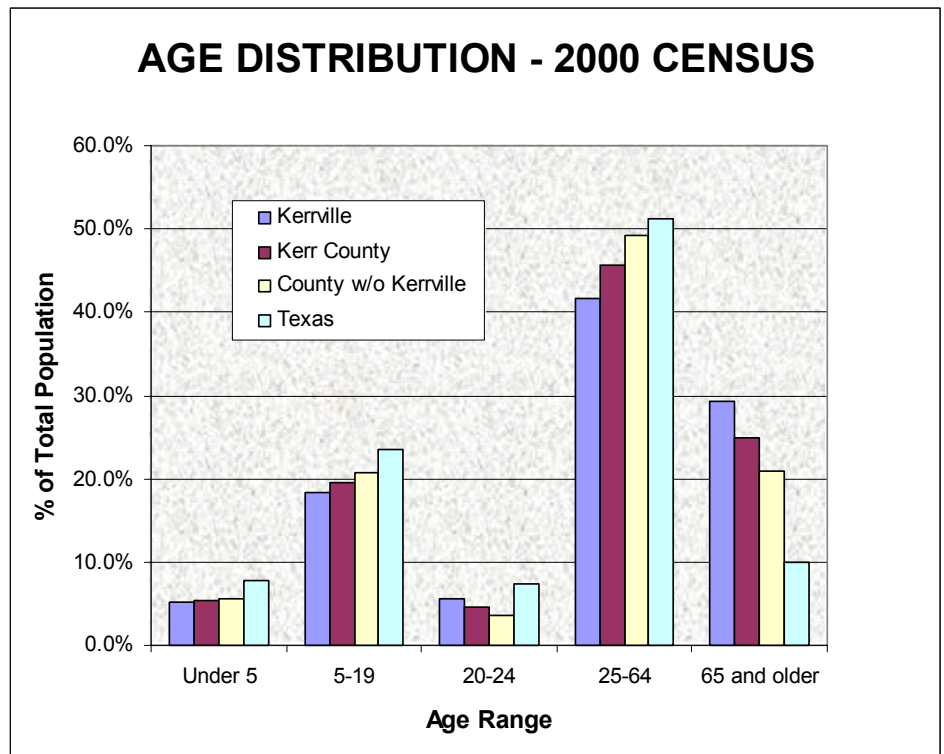
Age and Gender Distribution

The most significant indicator from the 2000 Census is the proportion of retired-age individuals. The current data show that persons 65 years or older are 29.3 percent of the total population in Kerrville, nearly three times the 9.9 percent statewide average.

Significant disparities exist in age distribution between Kerrville and the state for youth (17 and under) through the young adult cohorts (to 44 years of age). This is due almost entirely to the large number of retirees in Kerrville. The ratio of children (those under age 18) to potential parents (those age 18 through 64) is 0.42, fairly consistent with the state average of 0.46. The population shares by age cohort appear in **Figure 2.3, Age Distribution**.

From 1980 to 1990, the population age 65 years and older grew from 28.3 percent of the city population to 29.5 percent. It is likely that Kerrville will have an even larger population percentage of mature adults and retirees in coming decades.

FIGURE 2.3
Age Distribution
Kerrville Comprehensive Plan
Kerrville, Texas





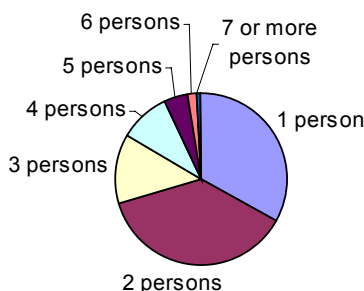
Females represent a significantly larger share of Kerrville's overall and elderly population compared to statewide figures. In 2000, women represented 53.3 percent of Kerrville's total population as compared with 50.4 percent at the state level. And of the 29.3 percent of local residents that are 65 and older, 17.3 percent are female and only 12 percent are male, which reflects the typical longer life span of women.

Households

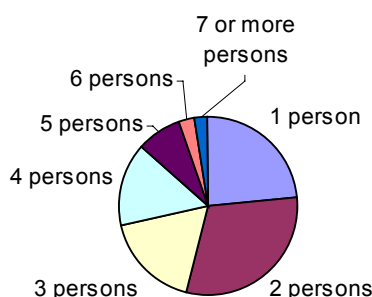
Kerrville differs from state trends when it comes to conventional household composition. Non-family households (households containing unrelated

FIGURE 2.4
Household Size
Kerrville Comprehensive Plan
Kerrville, Texas

Household Size in Kerrville



Household Size in Texas



individuals) account for nearly 37 percent of all households in Kerrville, compared to 28 percent statewide. A total of 19.9 percent of all households are Householders 65 years and older, more than double the statewide average of 7.3 percent. A total of 44.4 percent of households have an individual 65 years and over as compared to 19.9 percent at the state level. Conversely, 40.9 percent of households in Texas include individuals less than 18 years of age as compared to only 25.9 percent in Kerrville.

Based on the 2000 Census data, the typical household size for owner-occupied housing in Kerrville is 2.23 persons compared to 2.87 persons statewide. For renter-occupied housing, the household size comparison is 2.19 persons for Kerrville versus 2.53 persons for Texas. The relative distributions of household sizes for Kerrville and the state are shown in **Figure 2.4, Household Size**.

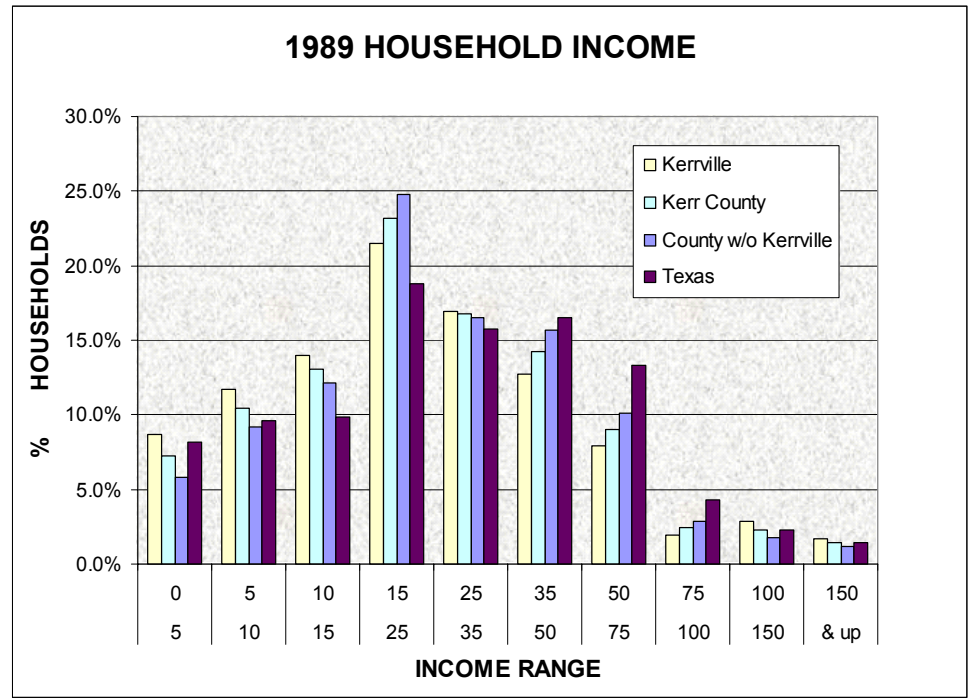
Income

According to the 1990 Census, Kerr County's per capita income of \$12,899 was essentially identical to the statewide per capita income of \$12,904. Kerrville's per capita income was only 90% of the state average in the 1960 Census. The median household income of \$23,205 was 85.9 percent of the state median income of \$27,016. **Figure 2.5, Household Income** compares Kerrville to the state.



Statistics further show that a higher proportion of Kerrville's residents are in the lowest three income brackets (34.4 percent) as compared with the State of Texas (27.6 percent). More than 14 percent of local households made over \$50,000 in 1989, while 21.3 percent of Texans earned within the same salary range. In the middle-income ranges, between \$15,000 and \$50,000, Kerrville matched the state standard. In 1989, 46 percent of the 7,100 households received some form of Social Security benefit, and over 76 percent of all households had no form of retirement income, thus indicating a considerable dependence on Social Security and reliance on fixed incomes.

FIGURE 2.5
Household Income
Kerrville Comprehensive Plan
Kerrville, Texas

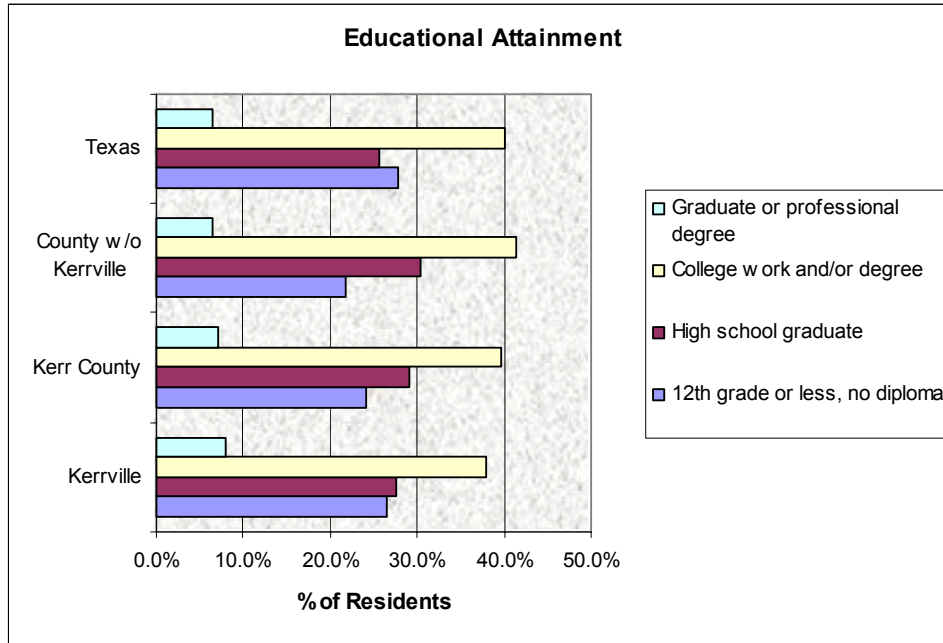


Education

As indicated in **Figure 2.6, Educational Attainment**, in 1990 Kerrville residents appear consistent with state standards on education. In Kerrville, 26.6 percent of persons over 25 years of age did not graduate high school as compared with 27.9 percent statewide. Similarly, 25.1 percent of persons over 25 years of age received a college degree as compared with the state average of 25.6 percent. Locally, 73.5 percent of persons received at least a high school degree. In comparison, 72.3 percent of Texas residents received a high school diploma. Significantly, Kerrville has a higher percentage of residents with post-graduate degrees compared to the county and state.



FIGURE 2.6
Educational Attainment
Kerrville Comprehensive Plan
Kerrville, Texas

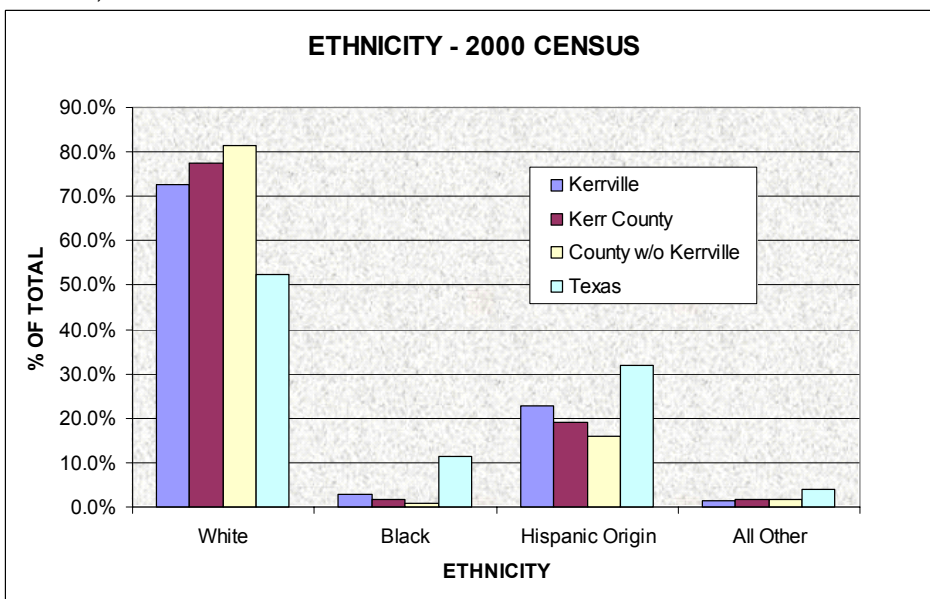


Ethnicity

Kerrville has been a predominantly White community with a substantial Hispanic or Latino presence. The community is significantly less diverse than the state as a whole. The largest percentage of new residents to the community continues to be White, whereas, in the State of Texas as a whole, the majority of new residents are Hispanic or Latino.

In 2000, the residents of Kerrville remained predominantly White as was the case a decade earlier. Nearly 73 percent of Kerrville's population was classified as White, exceeding the statewide average of 52.4 percent. Hispanics and Latinos accounted for nearly 23 percent of Kerrville's population in 2000, a one percent increase from a decade earlier and nine percentage points below the statewide average of

FIGURE 2.7
Ethnicity
Kerrville Comprehensive Plan
Kerrville, Texas





32 percent. The remaining 4.5 percent of Kerrville's population is Black or African American, American Indian and Alaska Native, or some other race, while at the state level these ethnic groups represented over 15 percent of the population. The local ethnic composition as of the 2000 Census is shown in **Figure 2.7, Ethnicity**.

Housing

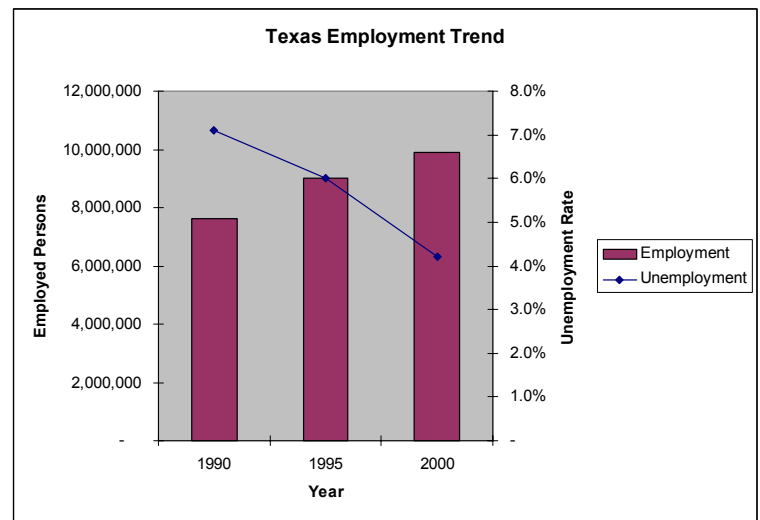
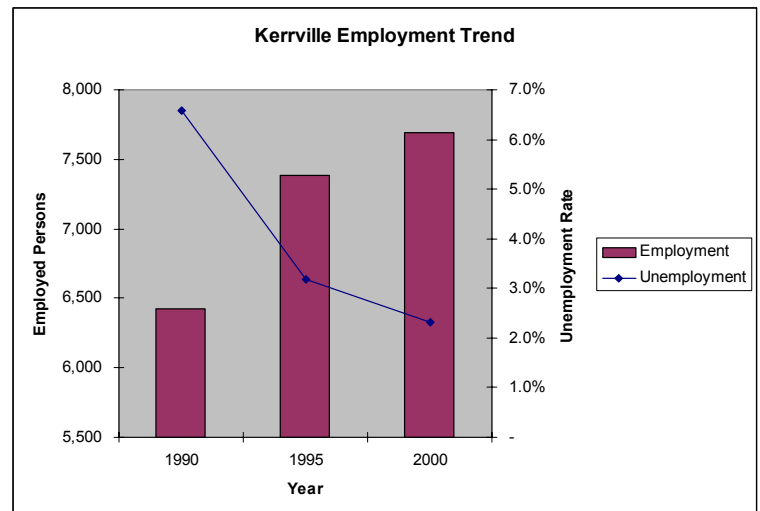
Kerrville increased its homeownership percentage from 60.1 percent of all occupied housing units in 1990 to 63.3 percent in the 2000 Census. Across Texas, homeownership also rose from 60.9 percent in 1990 to 63.8 percent in 2000, showing that Kerrville is in line with statewide trends in owner- versus renter-occupied housing.

Employment and Occupations

Kerrville enjoys an extremely low unemployment rate. Between 1990 and 2000, as shown in **Figure 2.8, Employment Trends**, the number of employed persons age 16 years and older increased by more than 1,200 persons. During the same period, the City's unemployment rate declined from 6.6 percent to 2.3 percent.

In 1990 there were 6,422 jobs in Kerrville and 7,920 jobs in the county outside the city, yielding a total Kerr County job base of 14,342. Health Services was the prominent industry in Kerrville, yielding 22.4 percent of the total jobs – three times the state average – and up from 17 percent a decade earlier. The Retail Trade sector continued to be a significant contributor to the City's economy in terms of employees, payroll and sales and accounted for more than 18 percent of total jobs, consistent with the state average.

FIGURE 2.8
Employment Trends
Kerrville Comprehensive Plan
Kerrville, Texas





Kerrville Timeline:

The area serves as hunting and fishing area for Indians, prior to settlers' migration and development.

1850s

Joshua Brown begins a shingle making business on the banks of the Guadalupe River.

Brown donates four acres for the Public Square, public structures and necessary land for streets.

Kerr County created from Bexar County Land District No. 2. Original town name is Kerrville, named after James Kerr, soldier, attorney and surveyor.

1860s – 1870s

Grist and sawmills become the biggest west of New Braunfels and San Antonio.

Schreiner general merchandise store opens.

1880s – 1890s

The City of Kerrville is founded.

Railways reach Kerrville from San Antonio. Water, electricity being provided to town, and telephone service begins.

1900s –

Town begins paving streets. Water lines extended.

1923

Schreiner Institute established.

1950

Robert Hays donates land for his wife Louise to create Louise Hays Park. 1000 volunteers build the park in one day.

1958

Hill Country Arts Foundation founded.

1969

Dietert Center begins.

1980s

The National Center for American Western Art (The Cowboy Artists of America Museum) established. The Riverside Nature Center founded. Water treatment plan expands.

1990s –

Main Street Program begins. Recycling Program starts. Guadalupe River Park begins.

Similar to the state and nation, the Kerrville economy remained strong through the last half of the 1990s. Sales tax analysis based on figures from the Texas Comptroller of Public Accounts indicated strong annual increases in revenue, with a doubling in allocated sales tax between 1995 and 2000. Between 1995 and 1996, revenue increased by 57 percent. Since then, revenue has increased at a slower but steady rate with a more than 17 percent increase between 1998 and 2000.

Kerrville's Location and Regional Setting

As depicted in **Figure 2.9, Kerrville's Location in Texas**, Kerrville is located in Central Texas' Kerr County and is approximately 62 miles northwest of San Antonio, 100 miles west-southwest of Austin, 240 miles southwest of the Dallas-Fort Worth Metroplex, and 240 miles west of Houston. Interstate Highway 10 passes through the north side of the City in a southeasterly by northwesterly direction and serves as the primary route between San Antonio and El Paso, ultimately linking Jacksonville, Florida with Los Angeles, California. In Kerrville, Interstate Highway 10 also

FIGURE 2.9

Kerrville's Location in Texas
Kerrville Comprehensive Plan
Kerrville, Texas





intersects with State Highways 16 (Sidney Baker), 27 (Junction Highway and Memorial Boulevard), and 534 and Farm-to-Market roads 1338, 783, and 1341. Austin, San Antonio, the Texas Gulf Coast and Mexico are readily accessible by nearby Interstate Highways 35 and 37.

Kerr County was created on January 26, 1856 from Bexar Land District No. 2 and was named after James Kerr. Early modern settlers were attracted to Kerr County for its abundant cypress timber, free range, low land costs, scenic natural environment and healthful climate. In 1840, shingle makers first attempted to settle in the area, but constant conflicts and harassment from local Indians forced them to flee until 1848. Camp Verde was established in 1856 to monitor the local Indian tribes, whose invasions worsened through the Civil War and led to the establishment of a frontier Battalion that held the area until 1877.

The City of Kerrville is situated on the banks of the Guadalupe River in the eastern section of Kerr County, as displayed in **Figure 2.10, Kerr County**. In May 1856, Kerrville was designated the County seat of Kerr County. For many years after its establishment, Kerrville derived its economic livelihood from the production and sale of cypress shingles and also became the center of a thriving cattle business. It was in those early days that area ranchers moved their herds down Tchoupitoulos Street (now

FIGURE 2.10
Kerr County
Kerrville Comprehensive Plan
Kerrville, Texas



Key Characteristics:

Physical Characteristics

1. Guadalupe River
2. Interstate Highway 10
3. State Highways 16, 534 27
4. Historic Downtown
5. Scenic and Natural Beauty
6. Schreiner University
7. Kerrville Municipal Airport
8. Veterans and State Hospitals
9. Abundance of Parks

Cultural Characteristics

1. "Healthiest Place in the Nation"
2. Safe and Friendly Community
3. Hill Country Arts Foundation
4. The National Center for American Western Art (The Cowboy Artists of America Museum)
5. Kerrville Folk Festival
6. State Arts and Crafts Fair
7. Wine and Music Festival
8. Home to artisans of all types
9. Kerrville Performing Arts Society
10. Kerr Arts and Cultural Center
11. Playhouse 2000
12. Kerrville Municipal Auditorium
13. Arcadia Theater Group
14. Hill Country Museum

Recreational Characteristics

1. Scenic and Natural Beauty
2. Hiking, Biking, Golf, Tennis, Camping, Hunting, Fishing, Canoeing and Tubing
3. 385 Acres of Parkland
4. Schreiner Municipal Golf Course
5. 300 Species of Birds and Butterflies
6. Riverside Nature Center
7. Family Sports Center & Bowling Alley
8. Plaza Movie Theater
9. Camping and Youth Camps
10. Kerrville Senior Games

Social Characteristics

Residents of Kerrville are most likely to be:

1. Middle aged or retired
2. Middle income
3. White
4. Largely homeowners



known as Sidney Baker Street) en route to new northern markets. German settlers were attracted to the region from the San Antonio area. Charles Schreiner was one of the best-known ranchers from this era who established a huge ranching empire. He also became Kerrville's first merchant and in 1869 built the general merchandise store. Captain Joseph A. Tivy, a Civil War veteran and fellow rancher, was Kerrville's first mayor. He donated land and furnishings for Tivy High School, the first public school in the area. This building now serves as the administration building for the Kerrville Independent School District.

Kerr County, commonly known as the "Heart of the Hill Country," is geographically located in South Central Texas on the Edwards Plateau. The plateau encompasses a significant area extending into West Central Texas and lies just above the Balcones Fault Line. To the south lie the Rio Grande Plains and Blackland Prairies. Kerrville's average elevation is 1,645 feet above sea level, and the area averages 31.5 inches of rain annually. Drainage of the region is by the watershed associated with the Guadalupe River and its tributaries and creeks.

The county contains 1,142 square miles of land with soil predominantly of the rough, stony Valery group and ranging from alluvial soil in the bottom or lowlands to gray, sandy loam on the upland hillsides. While Kerr County is comprised of seven soil types, nearly 80 percent of the county's 705,000 acres is composed of three soil types:

Tarrant Stony soil consists of a dark brown to dark grayish brown friable and highly calcareous clay surface, 4-8 inches in thickness, lying no more than 12 inches beneath the surface.

Tarrant-Brackett Stony soil consists of a 3 to 8 inch layer of grayish brown to light brownish gray calcareous clay loam lying at depths of 8 to 15 inches beneath the surface.

Valera-Tarrant Stony soil is a dark grayish brown to dark brown, calcareous to neutral, friable clay surface, 8 to 12 inches thick lying at depths from 10 to 36 inches beneath the surface.

The four remaining soil types contained in the county are:

- Byrds-Tarrant soils;
- Frio-Lewisville soils;
- Tarrant-Crawford soils; and,
- Valera-Byrd soils.

Building stone and some types of metallic ore are also found in the county.



The flora and fauna of the region has played an important role in commerce and tourism. Timber resources include cypress, post oak, live oak and pecan. Historically, the county has been known for its ranching and production of wool and mohair. Farms in the region produce grain, vegetables, fruit, pecans, cotton, poultry and dairy products. The area is also recognized for its abundance of wildlife including birds, butterflies, deer, wild turkey and other game.

Historically, the region enjoys pleasant year-round weather. Kerrville was recognized in the early 1920s as being the “healthiest place in the nation”. Seasonal temperatures range from an average of 81 degrees in July to a norm of 47 degrees in January. Countywide rainfall totals vary between the east and west ends of the county while the average countywide yearly rainfall is 31.5 inches.

Today, Kerrville and Kerr County are situated near three Metropolitan Statistical Areas (MSAs): Killeen-Temple (northeast), Austin-San Marcos (east), and San Antonio (southeast). The region continues to have a somewhat diverse economy. Employment within the City includes several small, but well-known industries including Avery Craftsman, Mooney Aircraft and AcroTech Southwest. The health care industry accounts for nearly one-fourth of all jobs in the City. The hospitality industry that includes tourism, youth camps, retreats, and seasonal and hunting facilities generates significant jobs and revenue for the City and region. Other predominant job generators include retail trade, higher education, construction, real estate and finance industries. Across Kerr County, the predominant economic activities include agriculture, manufacturing of durable and non-durable goods, business and repair industries.